

REMARKS

In the Office Action mailed July 9, 2008 the Office noted that claims 11-18 were pending and rejected claims 11-18. No claims have been amended, no claims have been canceled, claim 19 has been added, and, thus, in view of the foregoing claims 11-19 remain pending for reconsideration which is requested. No new matter has been added. The Office's rejections are traversed below.

REJECTIONS under 35 U.S.C. § 103

Claims 11-18 stand rejected under 35 U.S.C. § 103(a) as being obvious over Wattenburg, U.S. Patent No. 6,583,794 in view of Purplemath-Ratio, Purplemath - Your Algebra Resource Ratio & proportion, 10/01/2002. The Applicants respectfully disagree and traverse the rejection with an argument and amendment.

Wattenburg discusses system for providing a visual display of a financial market comprising a plurality of display sectors, each display sector representing a financial sector, and the size of each display sector corresponding to a specified characteristic of the financial sector.

Purplemath discusses ratios and proportions.

On pages 4 and 5 of the Office Action, the Office asserts that Wattenburg, col. 4, lines 25-47 discloses "displaying the frame with revised relative sizes of the second geometrical figures at selected levels of the tree-map to a user

of information conveyed by the first and second parameters," as in claim 1.

Further, on page 5 at the end of the first paragraph it is stated that "[t]hen the entire tree map is-drawn, which is the third step of the instant claim.

However, the claim recites **"displaying the frame with revised relative sizes of the second geometrical figures at selected levels of the tree-map."** Thus, the claim actually does not re-display the entire tree-map. Instead, in the claim only displays the frame with revised sizes at selected levels of the tree-map.

Further, Wattenburg, col. 4, lines 25-47 does not discuss the re-display of data "when a change in the first parameter occurs at one of the nodes of the tree-map, recalculating values." Instead, the cited text has to do with "the initialization process." (See Wattenburg, col. 4, lines 46-47) Thus, what is discussed is the display of the entire tree as the Office acknowledged. Not, as required by the claim "displaying the frame with revised relative sizes."

The Office does not assert and the Applicants have not found that Purplemath discloses such a feature.

Claim 17 recites similar features. Therefore, for at least the reasons discussed above, Wattenburg and Purplemath, taken separately or in combination, fail to render obvious the features of claims 11 and 17 and the claims dependent therefrom.

On page 6 of the Office Action, it is asserted that Wattenburg col. 3, lines 34-45 disclose "comprising the step of visualizing sizes and share price changes of companies and groups of companies on a stock exchange based on the information conveyed within the displayed frames at different tree-map levels," as in claim 14.

However, the cited text does not disclose that the information is "conveyed within the displayed frames at different tree-map levels." The cited text merely talks about display views without equating these to tree levels.

On page 6 of the Office Action, it is asserted that Wattenberg, col. 16, lines 16-23 disclose "comprising the step of revising the colors of the second geometrical figures following the step of completely filling the frame and before displaying the frame," as in claim 16.

However, nothing in the cited text states that the colors are changed after the frame is filled but before the frame is displayed. Instead, the frame could just as likely be rendered after the color is chosen.

Withdrawal of the rejection is respectfully requested.

NEW CLAIM

Claim 19 is new. Support for claim 19 may be found, for example, in ¶ 0028 of the written description. The Applicants submit that no new matter has been added by claim 19. The prior

art fails to disclose only the value for the ancestors of the node in the direction towards higher levels based on the node in which the change has taken place is recalculated.

SUMMARY

It is submitted that the claims satisfy the requirements of 35 U.S.C. § 103. It is also submitted that claims 11-19 continue to be allowable. It is further submitted that the claims are not taught, disclosed or suggested by the prior art. The claims are therefore in a condition suitable for allowance. An early Notice of Allowance is requested.

The Commissioner is hereby authorized in this, concurrent, and future replies, to charge payment or credit any overpayment to Deposit Account No. 25-0120 for any additional fees required under 37 C.F.R. § 1.16 or under 37 C.F.R. § 1.17.

Respectfully submitted,

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